

### 1994 Non-Retail PPP Supplemental Information

January '94

- **Marlboro**
  - Direct Mail - Last Call Postcard - MAT Reminder
  - Direct Mail - Racing Calendar Calendar sent to YAMS, men
- **Benson & Hedges**
  - Direct Mail - Defensive Mailing Signature collection w/ Coupons (\$1.00/\$2.50 off Carton/4 Packs)
- **Virginia Slims**
  - Direct Mail Program V-Wear Launch, Coupons & Catalog
  - FSI \$2.00 Coupon (Carton/4Packs), Regional
- **Cambridge**
  - FSI B2G1F
- **Alpine**
  - FSI \$1.25 off 3 pks/ctn

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February '94

- **Multibrand**
  - Catalina
- **VS**
  - FSI V-Wear Spread
- **Parliament**
  - Direct Mail - Defensive Coupon (\$1.00 Off Ctn and 4 pk) & Continuity
- **Cambridge**
  - Direct Mail - Offensive \$2.00 Off Carton
- **Alpine**
  - Direct Mail - Offensive/Defensiv Continuity
  - FSI \$1.00 Off Carton or 3 Pack

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March '94

- **Marlboro**
  - Direct Mail - Team Preview      Application For 1994 Team
  - Direct Mail - Racing by Market      Offer For 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Country Store      Sweepstakes
- **Basic**
  - FSI      B2G1F/\$1.00 Off Carton
  - FSI      B1G1F (Level 4 Markets)
- **B&H**
  - Direct Mail - Defensive      Signature Collection w/Coupons  
(\$1.00-\$2.50 Off Carton or 4 Packs)
  - Direct Mail - Offensive      Mugs & Coffee w/3 Coupons  
(\$2.50-\$3.00 Off Carton or 4 Packs)
- **Merit**
  - Direct Mail - Offensive      Merit Awards with Continuity and Coupons
  - Direct Mail - Defensive      \$1.00-\$2.50
- **Alpine**
  - FSI      \$1.00 Off Carton or 3 Pack

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April '94

- **Marlboro**
  - Direct Mail - Racing by Market Offer For 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Birthday Card 100 Country Store Miles
  - Direct Mail - MCS Cat. For MAT Redeemers;\$2.00 Off Ctn (Ltd.)
  - Direct Mail - MCS Sweeps Nat. & Reg. 5 - \$3.00 Off Ctn, \$1.00 Off 2 Pks
- **Parliament**
  - Direct Mail - Defensive \$1.00 Off Carton or 4 Pks
- **Virginia Slims**
  - Direct Mail V-Wear Coupons & 1 V-Wear Item Featured
- **Merit**
  - FSI \$1.00 Off Carton with 3 Packs
- **Basic**
  - Direct Mail 1 Free Pk, B1G1F, B3G2F (Underperforming Mkts)
- **Cambridge**
  - Direct Mail - Defensive Continuity with Coupons and Bonus UPCs
  - FSI \$1.00 Off Carton or 3 Packs
- **Alpine**
  - Direct Mail - Offensive/Defensiv Coupons
  - FSI \$1.00 Off Carton or 3 Pack

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May '94

- **Marlboro**
  - Direct Mail - Racing by Market Offer For 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Birthday Card 100 Country Store Miles
  - Direct Mail - Country Store Cat. For MAT Redeemers;\$2.00/4 @\$3.00 Off Ctn
- **Basic**
  - Direct Mail - Michigan B1G1F, B2G1F, 2 @ \$3.00 Off/Carton
  - Direct Mail Defensive/Offensive B2G1F, 2 @ \$3.00 Off/Carton;  
Free Pack, B1G1F, B2G1F
  - FSI B2G1F/\$1.00 Off Carton
  - FSI B2G1F (Level 4 Markets)
- **B&H**
  - Direct Mail - Defensive/Offensive Travel Sweepstakes/Coupons  
(\$1.00-\$2.50 Off Ctn or 4 Pks)  
(Duffel/tote offer for offensive mailing)
- **Alpine**
  - FSI \$1.00 Off Carton or 3 Pack, T-Shirt Contin.

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June '94

- **Marlboro**
  - Direct Mail - Racing by Market Offer For 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Birthday Card 100 Country Store Miles
  - Direct Mail - Country Store Catalog, \$2.00, \$3.00, \$3.00 + Free Pk
- **Media**
  - Country Store Catalog/Offer Catalog (YAMS); Offer For Catalog
- **B&H**
  - FSI Coupon (Region 5), \$2.00/Ctn
- **Merit**
  - Direct Mail - Defensive/Offensive Merit Awards Continuity Cat. w/Coupons
  - FSI \$1.00 Off Carton or 3 Pks
- **Parliament**
  - Direct Mail - Defensive Coupon (\$1.00 Off Ctn or 4 Pks) & Continuity
- **Cambridge**
  - FSI \$1.00 Off Carton or 3 Packs
- **Alpine**
  - FSI \$1.00 Off Carton or 3 Pack
  - Direct Mail Offensive/Defensive Coupons

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July '94

- **Marlboro**
  - Direct Mail - Racing by Market Offer for 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Birthday Card 100 Country Store Miles
  - Direct Mail Racing Follow Up
- **Virginia Slims**
  - FSI V-Wear II Sweepstakes, coupon, \$2 off 4Pk or Ct
  - Direct Mail V-Wear II Sweepstakes
- **Alpine**
  - FSI \$1.25 Off Carton or 3 Pack
- **Cambridge**
  - Direct Mail - Offensive Coupons

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August '94

- **Marlboro**

- Direct Mail - Racing by Market Offer for 2 Free Tickets & T-Shirt/Sweepstakes
- Direct Mail - Birthday Card 100 Country Store Miles

- **B&H**

- Direct Mail Offensive/Defensive Signature Collection Picnic 2/coupons  
\$1.00 - \$3.00 off carton/4pks (Defensive)  
\$2.00 - \$3.00 off 4 pks, 75¢ off 2 pks (Offensive)

- **Cambridge**

- Direct Mail Defensive Cambridge Rewards Continuity Catalog w/ Coupon
- FSI Denver market only, \$1 Off 3Pks or Ctns

- **Merit**

- Direct Mail - Offensive/Defensive Merit Awards Continuity Catalog w/Coupons

- **Parliament**

- Direct Mail \$1.00 Coupon, 4 Pks/carton

- **Alpine**

- FSI \$1.25 Off Carton or 3 Pack

- **Virginia Slims**

- Direct Mail - Offensive Coupons

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September '94

- **Marlboro**
  - Direct Mail - Racing by Market Offer for 2 Free Tickets & T-Shirt/Sweepstakes
  - Direct Mail - Birthday Card 100 Country Store Miles
- **Merit**
  - FSI Merit Awards 2 page Continuity Spread
- **Virginia Slims**
  - Direct Mail Book Of Days
- **Cambridge**
  - FSI \$1.00 Off Ctn or 3 packs
  - Direct Mail - Offensive Coupons
- **Alpine**
  - FSI \$1.25 Off Carton or 3 Packs
  - Direct Mail - Offensive/Defensiv Coupons
- **Basic**
  - Direct Mail - Offensive/Defensiv Coupons
  - Underdeveloped Markets

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October '94

- **Marlboro**
  - Direct Mail - Birthday Card 100 Country Store Miles
  - Calendar/Sweepstakes Insert Calendar, Sweepstakes entries w/outgoing order
- **Basic**
  - FSI B2G1F & \$1.50 Off carton or 5 pks
- **Virginia Slims**
  - FSI Book of Days -  
Key Markets
- **Merit**
  - FSI Regional Bowling
- **Parliament**
  - Direct Mail Defensive Coupon (\$1.00 Off Ctn or 4 Pks) & Continuity
- **Alpine**
  - FSI \$1.25 Off Carton or 3 Pack
- **Cambridge**
  - FSI \$2.00 off 5 packs or carton

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November '94

- **Marlboro**
  - Direct Mail - Birthday Card      100 Country Store Miles
  - Direct Mail - Racing      1995 Calendar
  - Direct Mail - Last Call Postcard
  - Calendar/Sweeps Mailing and In: Calendar, Sweepstakes entries mailing and insert sent w/outgoing orders
- **B & H**
  - Direct Mail - Offensive/Defensive Signature Collection, Sunrise w/coupons  
\$1.00 - \$3.00 off ctn/4 pks (Defensive)  
\$2.00 - \$3.00 off ctn/4pks, 75¢ off pk (Offensive)
- **Cambridge**
  - Direct Mail - Defensive      Coupons
  - Catalina
- **Alpine**
  - FSI      \$1.25 Off Carton or 3 Packs
- **Virginia Slims**
  - Direct Mail - Defensive      Slims Club
- **Merit**
  - Direct Mail - Offensive/Defensive Coupons
- **Basic**
  - FSI      B2G1F and \$1.50 off carton or 5 pks
- **Multi-Brand**
  - Volume Pull      Coupons good on any OPB  
4 x \$3 off carton  
2 x \$1 off 3 pks  
2 x \$0.40 off pk

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December '94

- **Marlboro**
  - Direct Mail - Birthday Card      100 Country Store Miles
  - Calendar/Sweepstakes Insert      Calendar, Sweeps Entries w/outgoing orders
  - Best of the West Vol pull - OfferCoupons
- **Virginia Slims**
  - FSI      Coupons  
Top 35 Markets
- **Basic**
  - Direct Mail - Offensive      Coupons
- **Cambridge**
  - Catalina

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